

# Interactive Internet Programs to Reduce Tobacco Use



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**The Cooper Institute**

# Goals of Presentation

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- Highlight advantages of the Internet communication
- Describe Cooper Institute's Web-based programs to reduce tobacco use
  - *Consider This*
  - *Tobacco Control Partners*
- Present a planned program for active duty service members
  - Web-based Quit Tobacco Program



# Advantages of Internet Communication



# Advantages of Internet Communication

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- Internet is hailed as an improved channel for disseminating health information to at-risk populations.
- Advantages:
  - Cost-effective
  - Bridge diverse populations
  - Overcome literacy problems
  - Improve learning (audiovisual, 3-D)
  - Potential to individualize information
  - Keen interest in health information



# Advantages of Internet Communication (continued)

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- Interactivity in Web-based communication
  - Interdependent message exchange
  - Structural properties (contingency, synchronicity, richness of nonverbal contextual information);
  - Dynamic features (individual involvement, mutuality, individuation)
  - Effective based on program features, communication function, and user characteristics



# Cooper Institute's Web-based Programs to Reduce Tobacco Use



## *Consider This Program*

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- Web-based multimedia program designed to reduce smoking by children experimenting with cigarettes and prevent onset of smoking by nonsmokers
- Funding Source:  
National Cancer Institute



# *Consider This* Program

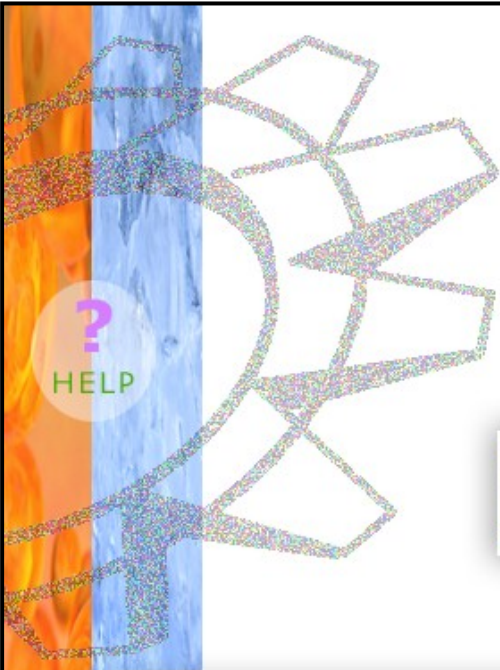
(continued)

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- Intended for use by teachers with children in grades 6-9 in school computer labs
- Components:
  - Educational modules
  - Discussion area
  - Hypertext links to web resources
  - Supplemental in-class assignments



[www.considerthisusa.net](http://www.considerthisusa.net)



**1**  **CONTROL**

**2**  **MEDIA**

**3**  **FRIENDS**

**4**  **WELL-BEING**

**5**  **DECISIONS**

**6**  **INFLUENCE**

**? HELP**

**MESSAGE FOR YOU:** You have completed Modules 1 and 5

**consider  this**



# Content Tailored to Smoking Experience

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- Stable nonsmokers
- Vulnerable nonsmokers
- Ex-smokers
- Experimenters
- Regular smokers



# Virtual Host

monitor

HOW DOES SMOKING AFFECT YOUR:

BRAIN

LUNGS

HEART

BLOOD VESSELS

AND...

HOW DO PEOPLE BECOME DEPENDENT ON SMOKING?



considerthis.org  
virtual host

The image is a composite graphic with a dark blue background. On the left, a semi-transparent human figure is shown from the waist up, with internal organs highlighted in pink and red. To the right of the figure, the text 'AND...' is followed by the question 'HOW DO PEOPLE BECOME DEPENDENT ON SMOKING?'. Below the figure, the text 'considerthis.org' is written in a stylized, italicized font, with 'virtual host' in a smaller, orange font underneath. On the right side of the image, a woman with short brown hair, wearing an orange tank top and khaki pants, stands on a white height chart with horizontal lines. The word 'monitor' is written in a small, white font at the top left. A large, green, stylized gear icon is located in the bottom right corner.

# Aspects of Addiction

## ASPECTS OF ADDICTION

IN THIS GAME, YOU'LL SEE SCENARIOS THAT TALK ABOUT THE ASPECTS OF ADDICTION. FIGURE OUT WHICH ASPECT EACH SCENARIO ILLUSTRATES. BUT BE PRECISE. THE COMPUTER IS FIGURING OUT HOW LONG IT TAKES YOU, AND HOW MANY ANSWERS YOU GET WRONG. THE FEWER YOU GET WRONG, THE MORE POINTS YOU GET. ONE HINT: YOU CAN REVIEW THE ASPECTS OF ADDICTION BEFORE YOU START BY CLICKING THE CHAINS TO THE RIGHT. WHEN YOU'RE READY, CLICK ON START.



# Values Clarification Exercise



The interface features an orange background with five blue rounded rectangular cards numbered 1 through 5 in a 2x3 grid (with the last cell empty). Card 1 is empty. Card 2 is empty. Card 3 is empty. Card 4 is empty. Card 5 is empty. To the right of the cards is a blue rounded rectangular card with a white border. Inside this card is an illustration of three people (two men and one woman) standing and talking. Below the illustration is a blue speech bubble containing the text "Acceptance BY Others". Below this card is a blue rounded rectangular button with a white border. Inside the button is a blue circle with two white dots, followed by the word "Define" in white, followed by another blue circle with two white dots. Below the button is the text "What do you want ?" in a large, bold, yellow font with a black outline. The text is split across three lines: "What", "do", and "you want ?". The text "you want ?" is enclosed in a blue rounded rectangular box with a white border.

1

2

3

4

5

Acceptance  
BY Others

Define

What  
do  
you want ?



# Evaluation of *Consider This*

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- Pair-matched group-randomized pretest-posttest controlled trials in the United States and Australia
- U.S. Trial: 22 middle schools  
1,004 students in grades 6-8  
52% female
- Australia Trial: 25 secondary schools  
1,510 students in grades 7-9  
52% female



# Implementation Success

| Modules | U.S. Trial | Aus. Trial |
|---------|------------|------------|
| 0       | 11%        | 4%         |
| 1       | 0%         | 1%         |
| 2       | 4%         | 7%         |
| 3       | 3%         | 12%        |
| 4       | 10%        | 19%        |
| 5       | 14%        | 18%        |
| 6       | 58%        | 39%        |



# Outcomes of U.S. Trial: 30-days Smoking Prevalence

| Whole cigarette<br>in past 30 days                 | Pretest | Posttest |
|----------------------------------------------------|---------|----------|
| Intervention                                       | 3.9%    | 6.1%     |
| Control                                            | 2.2%    | 1.9%     |
| $p = 0.121$<br>(overall)                           |         |          |
| $p = 0.706$ (6 v.<br>8)<br>$p = 0.593$ (7 v.<br>8) |         |          |



# Outcomes of U.S. Trial: Attitudinal Variables

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- Exposure to *Consider This* decreased perceived norm for:
  - adults smoking ( $p = 0.032$ )



# Outcomes of Australian Trial: 30-days Smoking Prevalence

| Whole cigarette<br>in past 30 days | Pretest | Posttest |
|------------------------------------|---------|----------|
| Intervention                       | 13.1%   | 12.7%    |
| Control                            | 11.2%   | 14.2%    |
| $p = 0.038$<br>(overall)           |         |          |
| $p = 0.202$ (7 v.<br>9)            |         |          |
| $p = 0.009$ (8 v.<br>9)            |         |          |



# Outcomes of Australian Trial: Attitudinal Variables

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- Exposure to *Consider This* decreased perceived norm for:
  - students trying cigarettes ( $p = 0.002$ )
  - students smoking at least once a week ( $p = 0.013$ )
  - adults smoking ( $p = 0.0003$ )



# Citations

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- Buller DB et al. In Rice R & Atkin C (eds.), *Public Communication Campaigns* (3<sup>rd</sup> ed.). Thousand Oaks, CA, Sage, 2001.
- Hall JR et al. *Electronic Journal of Communication*, 11, 2001.



# *Tobacco Control Partners* Program

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- Web site with tools to provide technical assistance to community tobacco control coalitions
- Designed for the broadband Internet environment
- Funding Source:  
National Cancer Institute



# *Tobacco Control Partners* Program (continued)

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- On-line resources
  - Frequently Asked Questions (FAQs)
  - Forms and documents
  - Links to resources from other organizations
- Calendar of tobacco-related events
- On-line training
- Discussion groups
- News service
- Webcasting



# Homepage

© Tobacco Control Partners – Home

Back Forward Stop Refresh Home Source AutoFill Print Mail

Address: <http://test.tobaccocontrolpartners.org/index.asp> go

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**TOBACCO CONTROL PARTNERS of COLORADO**

Welcome

Home Latest News Support  
Calendar Forums Site Map

State & Community Data Learning Center Resource Center Contractor Tools

**What's New?**

[Comprehensive Tobacco Control RFA - 2003-04 and Toolkit](#)

[Health Policy Coach Website](#)

[2002-STEPP Annual Report and Attachments](#)



**Monthly Poll**

How confident are you that the information that you need to do your job is readily accessible on this website?

|                      |         |
|----------------------|---------|
| Extremely Confident  | 5 votes |
| Somewhat Confident   | 4 votes |
| Not At All Confident | 1 votes |
| Don't know           | 0 votes |

**TIP of the DAY!**

[Manage Site Welcome Messages](#)

**Welcome to Tobacco Control Partners**

Dear Rob,  
Welcome to the new version of Tobacco Control Partners. Please let us know if there's anything we can do to improve the site for you.

Sincerely,  
The Tobacco Control Partners Site Development Team

**STEPP Announcements**

[Manage STEPP Announcements](#)

**Coalition Member List**

You can now see who else in your coalition is using this website. [Click Here to view the Coalition Member List](#)

**You can also use this page to email your coalition members!**

**Comprehensive Tobacco Control RFA**

The Request for Competitive Applications (RFA) for Comprehensive Tobacco Control Programs within Public Health Agencies is now available. Applications are due by no later than 4:00 p.m. on March 17, 2003. [Click Here](#) for more information.

**Monday Memos Get a New Name**

**Calendar**

February 2003

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
| 26 | 27 | 28 | 29 | 30 | 31 | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 1  |

Today is February 19, 2003

**Upcoming Events:**

2/20/2003  
6:00 PM Tobacco Cessation in the Dental Practice

2/25/2003  
1:00 PM Colorado Tobacco Attitudes and Behaviors Survey Results Conference Call

2/27/2003  
12:00 PM Health Information Resources for Latinos

[Add Event](#)

**My Learning Center**

Internet zone

# Calendar

© - Tobacco Control Partners - Event Calendar

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Address: http://test.tobaccocontrolpartners.org/EventCal/events.asp?view=month go

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**TOBACCO CONTROL PARTNERS of COLORADO**

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**Event Calendar**

February 2003

S M T W T F S

26 27 28 29 30 31 1

2 3 4 5 6 7 8

9 10 11 12 13 14 15

16 17 18 19 20 21 22

23 24 25 26 27 28 1

Feb 2003 Go

[Add New Event](#)  
[View by Week](#)

**Upcoming Events**

2/20/2003  
6:00 PM Tobacco Cessation in the Dental Practice

2/25/2003  
1:00 PM Colorado Tobacco Attitudes and Behaviors Survey Results Conference Call

2/27/2003  
12:00 PM Health

| Sunday | Monday | Tuesday                                                            | Wednesday | Thursday                                               | Friday                                   | Saturday                                          |
|--------|--------|--------------------------------------------------------------------|-----------|--------------------------------------------------------|------------------------------------------|---------------------------------------------------|
| 26     | 27     | 28<br>10:00 AM<br>Website Discussion Forum Training                | 29        | 30<br>8:00 AM Test of Coalition Event for Coalition KB | 31<br>1:00 AM Here is coalition event #2 | 1<br>10:00 AM Here is yet another coalition event |
| 2      | 3      | 4                                                                  | 5         | 6                                                      | 7                                        | 8                                                 |
| 9      | 10     | 11<br>1:00 PM STEPP in Schools: K-12 Tobacco Prevention Initiative | 12        | 13                                                     | 14                                       | 15                                                |
| 16     | 17     | 18                                                                 | 19        | 20<br>6:00 PM Tobacco Cessation in the Dental Practice | 21                                       | 22                                                |
| 23     | 24     | 25                                                                 | 26        | 27                                                     | 28                                       | 1                                                 |

Internet zone



# Learning Center

Internet zone

© Tobacco Control Partners – Build a Coalition

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**Learning Center**

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- Latest News
- Support
- Calendar
- Forums
- Site Map

State & Community Data Learning Center Resource Center Contractor Tools

Learning Center Tutorial

**Build a Coalition**

- ▶ Forming
- ▶ Storming
- ▶ Norming
- ▶ Performing
- ▶ Reforming

Advocate Effectively for Policies

**Related Topics**

**Web Links:**

- [Building Coalitions Facilitator Guide](#)
- [Community Toolbox](#)

**Downloads:**

- [Building and Maintaining Effective Coalitions](#)
- [Coalition Magic: From Meetings to Milestones \(Presentation at STEPP Conference, May 2002\)](#)

**Publications:**

- [Developing Effective](#)

**BUILD A COALITION**

Building and maintaining a community-based coalition -can be one of the most effective approaches a community can take to address tobacco prevention and support. It's a classic case of "two heads being better than one." You see, Tobacco companies have spent billions of dollars advertising, promoting and norming tobacco consumption. You can't fight that kind of marketing strategy alone. But by bringing together diverse volunteers, groups and resources in a grassroots, community-based coalition, you can set about the business of changing tobacco consumption norms and public policy at the local level.



For some of you, building a coalition is something new: Use this lesson as your guide. For others, this is familiar territory: use this lesson to help evaluate your current coalition's success.

This module is organized around the forming, storming, norming, performing, reforming model, which emphasizes the importance of continual growth and reassessment in coalition dynamics:

**Forming**  
Defining the coalition, developing the team and identifying and recruiting the right members.

**Storming**  
Creating vision and mission statements, deciding on the right structure and leadership, and organizing around an appropriate structure.

**Norming**  
Managing volunteers and activities including how to match volunteers with the right activities, communicating effectively, developing conflict resolution skills and running good meetings.

# Forums

Internet zone

© Tobacco Control Partners Discussion Forum

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Address: http://test.tobaccocontrolpartners.org/forum/default.asp go

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**Tobacco Control Partners Discussion Forum**

[Admin Options] [HOME] [PROFILE] [ACTIVE TOPICS] [ALL SUBSCRIPTIONS] My  
[SUBSCRIPTIONS] [MEMBERS] [SEARCH] [FAQ] [RULES/DISCLAIMER]

| Forum                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Topics | Posts | Last Post                                                   | Moderator(s) |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------|-------------------------------------------------------------|--------------|
| <b>- Cessation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |        |       |                                                             |              |
| <b>Adult</b><br>Advocates across Colorado are committed to supporting tobacco users in their efforts to break the habit; however, reducing tobacco use prevalence can be one of the most difficult tasks of a county coalition. Potential discussion topics include: Are tobacco users responding to local and/or state efforts to assist them in quitting? Ideas for evaluating Quit Kits; and strategies for educating providers about the 5As.                                                                      | 2      | 10    | 01/24/2003<br>10:32:57 AM<br>by: <a href="#">awojciak</a> → |              |
| <b>Pregnant Women</b><br>While rates of pregnant women who use tobacco have dropped over the years, this is still a group of critical importance to target for cessation resources. Potential discussion topics include: Do pregnant women who use tobacco have unique needs or require unique cessation interventions? Who are key community partners, i.e., Nurse Family Partnership, WIC? What's working across the state?                                                                                          | 0      | 0     | 10/30/2002<br>11:00:20 AM                                   |              |
| <b>QuitNet/Quitline</b><br>This forum is open to discussion on issues related to the Quitline or QuitNet. Discussions could include local level ideas on promoting the Quitline/QuitNet such as what Chuck activities had a good response, how to integrate promotion of the Quitline/QuitNet with in your local health agency, etc.                                                                                                                                                                                   | 2      | 9     | 01/02/2003<br>3:02:33 PM<br>by: <a href="#">awojciak</a> →  |              |
| <b>Youth</b><br>There are a limited number of youth cessation programs that have been evaluated and meet the needs of youth who want to quit, but there are many things that can be done to help youth quit tobacco. Discussions could include how to best encourage schools and Community-based organizations to implement the N-O-T program, how to help them apply for funding, how to get pediatricians trained on the 5A#8217;s, how substance abuse treatment programs could incorporate smoking cessation, etc. | 1      | 2     | 11/15/2002<br>2:22:39 PM<br>by: <a href="#">bax</a> →       |              |



# News Service

The screenshot shows a web browser window titled "Tobacco Control Partners - Latest News". The address bar displays the URL: [http://test.tobaccocontrolpartners.org/news/news\\_index.asp?action=category&ID=46](http://test.tobaccocontrolpartners.org/news/news_index.asp?action=category&ID=46). The browser's toolbar includes buttons for Back, Forward, Stop, Refresh, Home, Source, AutoFill, Print, and Mail. Below the address bar, there are search engines (Google, TCP Test site, TCP Core Site, SaDayWay Live, AR site, Free find, sample\_broadcast\_speaker, stats) and a search bar with a "Search" button.

The website header features the "TOBACCO CONTROL PARTNERS of COLORADO" logo on the left. The main navigation menu includes links for Home, Latest News, Support, Calendar, Forums, and Site Map. A secondary menu below the navigation bar lists State & Community Data, Learning Center, Resource Center, and Contractor Tools.

The left sidebar contains a "Latest News" section with links to Local News Archives, State News Archives, National News Archives, Profiles, Profile Archives, and Keeping In STEPP. Below this sidebar are two buttons: "Got News?" and "Suggest a Profile".

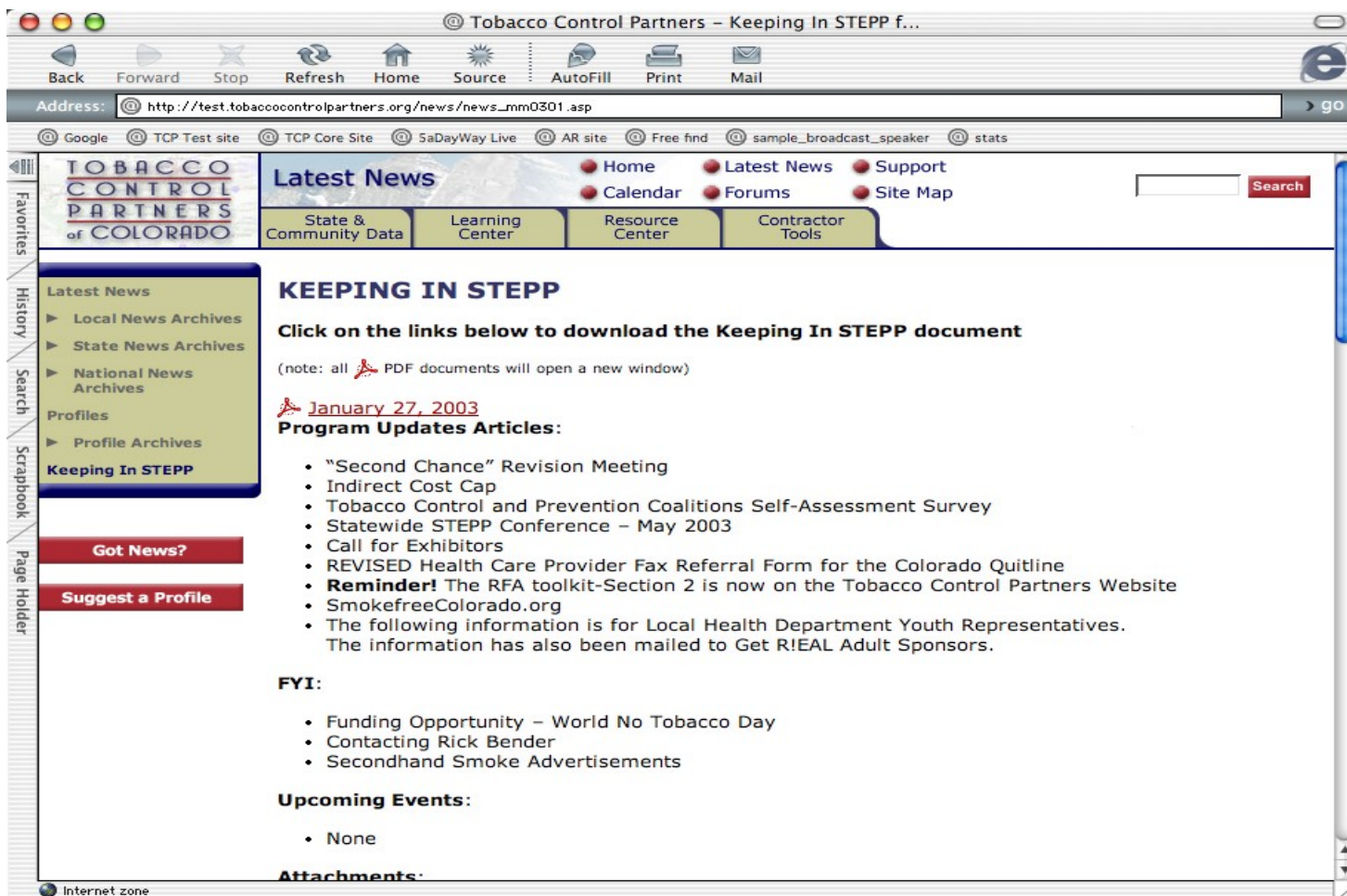
The main content area is titled "Latest News" and lists several articles:

- Local News**
  - Smoking Ban Embraced By Denver Health Board**  
Posted on: 2/10/2003  
In an article published in the Rocky Mountain News on January 24, 2003, Denver could soon join the growing number of cities that have snuffed out smoking in bars, restaurants and public buildings after the Board of Environmental Health embraced a tough new ordinance.
  - Anti-Smokers Want Voters To Decide Smoking Ban**  
Posted on: 2/10/2003  
In an article published in the Pueblo Chieftain on February 8, 2003, anti-smokers have rejected a compromise smoking law and asked instead that City Council put the issue to a public vote.
  - Smoke Ban Enforced By Some In Pueblo**  
Posted on: 1/30/2003  
In an article published in the Denver Post on January 28, 2003, opponents of Pueblo's controversial smoking ban, which was suspended Jan. 15, work on an alternative ordinance. Many restaurants and some bars have remained smoke-free.
  - Denver Board of Environmental Health Expected to Pass Smoke-Free Resolution**  
Posted on: 1/21/2003  
Laura Lipich, Smoke-free Denver Community Organizer, writes a brief summary on the current activities of Smoke-Free Denver.
  - Smoking Ban A Pueblo Issue, Says Supporters**  
Posted on: 1/21/2003  
In an article published in Pueblo Chieftain on Tuesday, January 21, opponents of the suspended smoking ban say it was brought to Pueblo by outside groups, including one partly funded by a company that sells products to help people quit smoking.
  - Petitions Submitted To Repeal City's Smoking Ban**  
Posted on: 1/15/2003

The bottom of the browser window shows the "Internet zone" status.



# Resource Center



The screenshot shows a web browser window titled "Tobacco Control Partners - Keeping In STEPP f...". The address bar displays "http://test.tobaccocontrolpartners.org/news/news\_mm0301.asp". The browser's toolbar includes buttons for Back, Forward, Stop, Refresh, Home, Source, AutoFill, Print, and Mail. Below the address bar, a search bar with a "go" button is visible. The website's navigation menu includes links for Home, Latest News, Support, Calendar, Forums, and Site Map. The main content area is titled "KEEPING IN STEPP" and features a section for "Program Updates Articles" dated January 27, 2003. A sidebar on the left contains links for Latest News, Local News Archives, State News Archives, National News Archives, Profiles, Profile Archives, and Keeping In STEPP. The bottom of the page shows the status bar with "Internet zone".

Address: [http://test.tobaccocontrolpartners.org/news/news\\_mm0301.asp](http://test.tobaccocontrolpartners.org/news/news_mm0301.asp)

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**TOBACCO CONTROL PARTNERS of COLORADO**

**Latest News**

Home Latest News Support  
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**KEEPING IN STEPP**

Click on the links below to download the Keeping In STEPP document

(note: all PDF documents will open a new window)

**January 27, 2003**

**Program Updates Articles:**

- "Second Chance" Revision Meeting
- Indirect Cost Cap
- Tobacco Control and Prevention Coalitions Self-Assessment Survey
- Statewide STEPP Conference - May 2003
- Call for Exhibitors
- REVISED Health Care Provider Fax Referral Form for the Colorado Quitline
- **Reminder!** The RFA toolkit-Section 2 is now on the Tobacco Control Partners Website
- SmokefreeColorado.org
- The following information is for Local Health Department Youth Representatives. The information has also been mailed to Get RIEAL Adult Sponsors.

**FYI:**

- Funding Opportunity - World No Tobacco Day
- Contacting Rick Bender
- Secondhand Smoke Advertisements

**Upcoming Events:**

- None

**Attachments:**

Got News?  
Suggest a Profile

Internet zone



# On-going Evaluation of *Tobacco Control Partners*

Pro

**Community Needs Analysis**

**Matching & Randomization (34 contractors)**

**Pretest Survey (gov't officials, business owners, resident),  
Policy Assessment & Media Tracking**

**Program Implementation**

**Posttest Survey, Policy Assessment & Media Tracking**



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# Planning for Web-based Quit Tobacco Program for Active Duty Service Personnel



# Specific Aims

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- To deliver on-line tailored cessation materials and real-time cessation counseling for ADS members who use tobacco
- To evaluate the effect of the Web-based program on quitting compared to a print program



# Specific Aims

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- To compare the cost-effectiveness of the Web-based program to the print program per tobacco user who:
  - is contacted
  - completes program
  - quits tobacco use



# Features of Web-based Program

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- On-line expert system for tailoring tobacco cessation content
  - Introduction to program
  - Tobacco use screener
    - To triage tobacco users to appropriate areas of program based on readiness to quit
  - On-line automated cessation activities
    - Precontemplators
    - Contemplators and preparers
    - Tobacco users in action



# Features of Web-based Program

(continued)

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- Follow-up real-time counseling
  - Motivational interviewing techniques
  - “Live” cessation counselors
  - Email or point-to-point chat software
  - Review quit and relapse plans; problem solve plan implementation; refer to on-line resources
  - Automated follow-up email reminding users of quit and relapse plans



# Evaluation Design

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- Recruit ADS member from health care, dental treatment and wellness facilities in U.S.
- Eligibility critiera:
  - Currently use cigarettes or smokeless tobacco
  - Express interest in counseling
  - Consent to be in study



# Evaluation Design (continued)

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- Randomly assign ADS members to receive Web-based program or print program
- Print program
  - Cover letter tailored on readiness to quit
  - Two self-help cessation documents



# Evaluation Design (continued)

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- Assessment schedule
  - On-line Tobacco Use Appraisal (at enrollment)
  - Follow-up Telephone Surveys (at 12- & 52-weeks after randomization)
- Primary outcome
  - Sustained abstinence of tobacco use as reported by ADS members



# Current Status of Project

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- Application submitted to DOD/CDMRP in April 2003
  - 18 military installations agreed to participate in project (16 Air Force; 1 Army; 1 Navy)
  - Favorable review but must revise
    - Global scores: 2.2 weighted; 2.1 unweighted



# Current Status of Project

## (continued)

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- Revised application to be submitted to DOD/CDMRP in March 2004
  - Improve recruiting procedures
    - Increase staff motivation, monitoring, and feedback
    - Justify participation rate of ADS members (60% who are eligible?)
    - Motivate younger ADS members to participate
  - Assess reach of intervention
    - Ascertain number of ADS members who attend health, dental treatment and wellness facilities that are tobacco users



# Relevance to the Military

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- A moderate-cost program to reduce the high use of tobacco to improve force fitness and health and reduce health care and lost productivity costs
- A program that could apply to all ADS members who use tobacco
- A program that could be used by ADS members at distant installations
- A program that takes advantage of the military's broadband Internet environment



# Closing Comments

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- Internet is a feasible channel for delivering tobacco use reduction programs.
- The military's broadband Internet environment will support such programs.



# Closing Comments

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- There is emerging evidence that health-enhancing programs can be effective when delivered over the Internet.
- The Internet can deliver individually-tailored content in a potentially cost-effective manner over large distances to large audiences of users.

